

Amendments to the Specification:

Please replace the first paragraph on page 9 of the original disclosure with the following amended paragraph:

FIG. 5 is presenting the Web page of the church, ~~Koinonia~~, which is of churches, such as Koinonia, which are generated by the Web creating module 12c and sent back to the site administrator. As shown in FIG. 5, the home page of ~~Koinonia~~ the church includes a welcome statement 52, which is filled out by the site administrator at the previous step. Also, the Web page has a church banner 54 and a navigation (or menu bar 58) leading to various Web pages of the church. Most importantly, the home page of FIG. 5 includes a hyperlink to the e-tailing system 14 as an electronic store 50 (hereinafter, "e-store") and information or an advertising statement 51 in accordance with one of the significant features of the present invention. Other Web pages of the church, ~~Koinonia~~, may include the e-store 50 and the advertising statement 51. Therefore, all the members of the church, Koinonia, can visit their Web site 92 and purchase products and services offered by the e-tailer, Intrinity, at any time while enjoying navigating the online presence. Also, the members who are not on the Internet at home can visit their Web site 92 at the church and electronically purchase products and services by using an Internet-connected computer installed in their church building or facilities.

Please replace the second paragraph on page 9 of the original disclosure, which continues on to page 10, with the following amended paragraph:

Whenever the home page of FIG. 5 is required to be updated, corrected or modified, the site administrator can visit the home page of Intrinity shown in FIG. 2 and click on the Web site administering icon 26, in response to which the Web server 12a of the Internet service providing system 12 retrieves a Web page editor and sends it to the site administrator. FIG. 6 shows one examples of the Web page editor, in which all elements of the home page of the churches, ~~Koinonia~~, can be easily and simply modified or corrected by using edit menus 62. The details on the Web page editing will

be understood to those skilled in the art. In this way, the site administrator can modify or correct every item and attribute (e.g., font, color, size, etc.) of all the existing Web pages of his or her organization, except for the electronic store 50 and the advertising statement 51 of the e-tailer, Intrinity Incorporated, in this embodiment. However, the affinity groups may offer and sell their own materials, for example, in this embodiment, sermon tapes, books, videos, etc. Further details on this feature and its associated advantages will be described below.

Please replace the second full paragraph on page 10 of the original disclosure with the following amended paragraph:

With reference to the Web site 92 of Koinonia shown in FIG. 5, every individual of the congregation of the church can enjoy the Internet services, which are provided by Intrinity in accordance with the present invention. Also, they can purchase products and services electronically through the e-store 50 of FIG. 5. As noted above, the products and services may be offered by the e-tailer, Intrinity, and/or the church, Koinonia. That is, whenever they want to buy or search for items they need, they only have to click on the e-store menu 50 and visit the electronic store of Intrinity, which is shown in FIG. 7. As will be understood to those skilled in the art, the electronic store of FIG. 7 appears similar to various usual electronic stores, except for a ~~menu 72 named as "KCF."~~ menu items 72. As noted above, this menu 72 is hyperlinked to a customized affinity group store, in this embodiment, the e-store of the church, Koinonia. When the group members want to search the church store or buy a product from their church, they can click on the menu 72 and visit the church store shown in FIG. 8. FIG. 8 shows a customized church Web stores, which includes a classified product menu 82, and the like, as can be seen in usual electronic stores.